

Analisis Kesiapan Penerapan Green Supply Chain Management pada Perusahaan Alat Ukur Maintenance Elektronik di Indonesia = Analysis of Green Supply Chain Management Implementation Readiness in Electronic Measuring Instrument Company in Indonesia

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Abstrak

Industri elektronik adalah salah satu sektor industri yang berkembang pesat di Indonesia dan merupakan salah satu penggerak utama pertumbuhan ekonomi negara ini. Bisnis dan industri berperan dalam mempengaruhi lingkungan, terutama melalui rantai pasokan mereka agar dapat terus menerus bertahan dan memenangkan persaingan. Green Supply Chain Management (GSCM) adalah metode untuk meningkatkan kinerja lingkungan di seluruh rantai pasokan GSCM diharapkan dapat mengurangi atau menghilangkan limbah, termasuk bahan kimia beracun, emisi, energi, dan limbah padat tetapi penerapan GSCM tidak mudah dan membutuhkan biaya. Oleh karena itu, perlu dilakukan analisis pengukuran kesiapan penerapan GSCM pada perusahaan elektronik. Penelitian dilakukan pada sebuah perusahaan elektronik yang berlokasi di Depok yang bergerak di bidang perancangan dan produksi alat ukur kerusakan dan penunjang maintenance. Penelitian menggunakan kuesioner dengan skala likert dan pembobotan Analytical Hierarchy Process (AHP) kemudian dihitung nilai kesiapan penerapan. Hasil penelitian menunjukkan terdapat 50 indikator pengukuran kesiapan penerapan. Hasil nilai kesiapan penerapan untuk GSCM diperoleh sebesar 421,334 dimana menurut literatur perhitungan kuartil terletak diantara Q2 dan Q3 yang berarti perusahaan siap menerapkan praktik GSCM.

.....Electronics industry is one of industrial sectors developed rapidly in Indonesia and is one of the main drivers of this country's economic growth. Business and industry play a role in influencing the environment, especially through their supply chains. Green Supply Chain Management (GSCM) is a principles for improving environmental performance throughout the supply chain. GSCM is expected to reduce or eliminate waste, including toxic chemicals, emissions, energy and solid waste throughout the supply chain, but implementing GSCM is not easy and costly. Therefore, it is necessary to carry out an analysis to measure the readiness to implement GSCM in electronics companies. This research was conducted at an electronics company located in Depok which is engaged in the design and production of damage measuring and maintenance tools. The research was carried out using Likert scale and Analytical Hierarchy Process (AHP) weighting is carried out and then the implementation readiness value is calculated. The results show that there are 50 indicators for measuring policy welfare. The result of the readiness value for implementing GSCM was obtained at 421.334, where according to the accounting literature the quartile is located between Q2 and Q3, which means the company is ready to implement GSCM practices.